



Health Sector PROJECT PROFILE

Jordan Health Communication Partnership

January 2011



A local TV spot highlights Islam's support of spacing between pregnancies for the health of the mother and her children.

PROJECT SNAPSHOT

Implemented by: Johns Hopkins University

Duration: 2004 – 2013

Total Funding: \$28.3 million

Beneficiaries: Jordanian families, individuals, and institutions

Geographic Coverage: Nationwide

www.sehetna.com.jo/
www.healthcomm.gov.jo

BACKGROUND

The Jordan Health Communication Partnership (JHCP) is a comprehensive health communication program strategically designed to cut across all health areas but with a focus on family planning. JHCP works with the Ministry of Health (MOH), other ministries and specialized agencies to implement national communication initiatives to improve health in Jordan.

In cooperation with its partners, JHCP integrates behavior change communication activities under a unified national brand, "Our Health, Our Responsibility," which was adopted by the MOH. This multifaceted communication initiative empowers individuals, families, communities and institutions with the necessary knowledge, skills and resources to improve and sustain healthy behaviors.

ACTIVITIES

- Establishing mutually beneficial partnerships to improve health outcomes
- Implementing strategic, integrated, multichannel, cross-cutting communication interventions nationwide
- Promoting a new social norm regarding women's empowerment, gender equity, family planning and reproductive health (FP/RH)
- Institutionalizing sustainable strategic health communication initiatives

PROGRESS & ACHIEVEMENTS

- Achieved buy-in and financial support from major stakeholder institutions for the HCAC
- Introduced the slogan "Hayati Ahla" or "My Life is More Beautiful" and a corresponding multimedia campaign encouraging gender equity, birth spacing for healthy mothers and children and other family planning related messages
- Set up "One Stop Health Booths" in different venues to empower university youth, women and employees with information on healthy lifestyles, including life planning and H1N1 prevention
- Established Sehetna.com the first Arabic health web portal and winner of the Golden Pan Arab Web Award in 2006 for its rich health content; it receives 1.3 million hits per month



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FROM THE AMERICAN PEOPLE



"One Stop Health Booths," like this one at the University of Science and Technology in Irbid, north Jordan, provided visitors with useful information on a range of health issues from life planning to flu-prevention. Similar booths appeared at institutions and companies selected to reach a variety of youth, women and employee audiences.

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- Launched the Arab Woman Speak Out (AWSO) program to promote women's empowerment and provide reliable information on nutrition, breast cancer, family planning and reproductive health
- Launched the Zarqa Learning Initiative in collaboration with the Ministry of Interior (MOI) to improve FP/RH service delivery in MOH clinics and stimulate demand for modern contraceptives within the community
- Initiated the Mabrouk, "Congratulations", program in cooperation with the MOI/Civil Status & Passports Department -to reach couples at the critical decision-making points of marriage and again at the first child's birth with messages on FP/RH and birth spacing
- Collaborated with the Ministry of Awqaf and Islamic Affairs (MOAIA) which resulted in the MOAIA's adoption of a Family Health Program
- Produced materials for the MOAIA; trained ministry staff and religious leaders on family planning, small family size, breast feeding, gender equity and birth spacing of at least three years between pregnancies
- Established the Health Competent School Initiative (HCSI) in partnership with the MOH to educate students on health issues related to puberty and hygiene, as well as the emotional changes and communication challenges that accompany the teenage years

PARTNERS

- Johns Hopkins University
- Ministry of Awqaf and Islamic Affairs
- Ministry of Education
- Ministry of Health
- Ministry of Interior
- Higher Population Council
- Jordanian Radio & Television Corporation
- Civil Status & Passport Department
- Royal Health Awareness Society
- Y-Peer (United Nations Population Fund)
- UNICEF